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Inside Information

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington, D.C. 20250

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FEB 12 1982

VOLUME 4, NUMBER 5

FEBRUARY 1, 1982

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ELECTRONIC MAIL COURSE OFFERED BY OPM

A new course, "Electronic Mail: Its Technology and Application," is being offered to federal and state agencies by the U.S. Office of Personnel Management in Washington, D.C.

The 5-hour course will be offered February 17, April 27, June 11 and September 14 in OPM's Office Systems Center at a cost of \$75 per participant.

The course will feature outstanding guest lecturers possessing recognized expertise in electronic mail technology and an actual electronic mail demonstration. Participants will have an opportunity to learn through hands-on interaction with the equipment.

The Yankee Group, a Cambridge, Mass., consulting firm, says an electronic mail system can result in the elimination of 50 percent of telephone calls and 66 percent of those costly "while you were out memos."

The firm says a number of major organizations have already gotten beyond the pilot stage, and found they can increase managerial productivity by as much as 20 percent.

Noted experts in office automation and information processing predict that electronic mail systems will mushroom in the 1980s.

They say the technology will be used by executives and managers to help them in creating, revising and disseminating ever increasing amounts of information. The result will be timely information with which to make well-thought out and sound management decisions.

Nomination deadlines for each session is one week prior to the beginning of each session.

Federal agencies submit a standard form 182 for each nominee. State agencies may submit a letter from an authorized official including a billing address.

Submit to Office Systems Center - WED (Room 1113), Office of Personnel Management, Washington, DC 20044. Call (202) 632-4184 for further information.

OPM OFFERS FOUR OTHER "FUTURE" COURSES

In addition to the electronic mail course (described above), the Office of Personnel Management is offering four other new courses related to communications and office of the future.

"Teleconferencing--Extending Your Human Resources," a one-day seminar, is designed to increase organizational effectiveness through proper planning of teleconferencing.

The course will describe at least four different teleconferencing technical configurations and the differences within each configuration.

The teleconferencing course will be offered, at a cost of \$150 per participant, April 20, June 16 and August 12 at OPM's Office Systems Center in Washington, D.C.

"The People Factors in Implementing Office Automation," a three-day course, is designed to show how to be responsive to people factors before and after implementation of new technologies.

The course will discuss how and why people resist change, how to overcome resistance to new office methodologies, how to motivate acceptance of office automation before and after implementation and how to reduce the stress of working with new technologies.

The people factors course will be offered, at a cost of \$300 per participant, April 12-14, June 8-10, August 2-4 and September 20-22, at OPM's Office Systems Center.

"Managing the Automated Office" is a 2 1/2-hour briefing designed to show how office managers can maintain current level of operations within tighter budgets and with fewer personnel resources through office automation.

Increased productivity is the top priority of the automated office course, offered at a cost of \$50 per participant, February 25, March 22, April 21, May 21, June 7 and July 30, August 31 and September 27.

"Evaluating Your Office Automation Needs," a two-day course, provides the necessary strategies, tools and resources to evaluate office automation needs.

This course, at \$200 per participant, will be offered March 1-2, April 22-23, June 14-15, August 9-10 and September 16-17.

Anyone needing additional information about any of these four new courses should contact the Office Systems Center, WED (Room 1113), Office of Personnel Management, Washington, DC 20044, or call (202) 632-4184.

STANDARD EMPHASIZES MANAGEMENT FUNCTION

The new federal position classification standard for the public affairs series, GS-1035, broadens the scope of the old public information series, GS-1081, to include management functions.

That's the explanation given by U.S. Office of Personnel Management officials Paul Katz, director of standards development, and Joseph Cifelli, occupational specialist.

The new standard is expected to be implemented by all federal departments and agencies within the next 3 months.

The new standard also recognizes internal communication as a public affairs activity within the GS-1035 series, Cifelli said.

He points out that the new standard gives guidelines as to which jobs are included in the GS-1035 series.

Communicators whose primary or exclusive job is photography or graphic design, for example, are not included in the public affairs classification.

However, specialists who perform such functions as part of a larger public affairs job are not excluded from the new classification standard.

Any USDA agency information staff which has not been contacted by its personnel staff about converting those with GS-1081 jobs to the GS-1035 series should get in touch with their personnel office soon.

COMMUNICATING RESEARCH SUBJECT OF MEET

"Communicating University Research: The Next Step," is the topic for a 3-day conference sponsored by the Council for Advancement and Support of Education, March 8-10, at the Ramada Inn in Old Town in Alexandria, Va.

Registration is limited to 150 people due to a discussion format for much of the program.

The conference will open with a general session on how the science news network operates, with Cristine Russell of the WASHINGTON POST as speaker.

Discussion topics will center around how to tap into the science news network, how the network helps set the agenda for science stories, the changing media, delivering the message, how the media view institutional communicators, graphics for the research story, how to write the science story, tailoring the story for different outlets, approach to research writing and who should write for science publications.

Registration fee for the CASE conference is \$190.

For further information, contact Virginia L. Carter, vice president, CASE, 11 Dupont Circle, Suite 400, Washington, DC 20036.

AP BROADCAST STYLE BOOK AVAILABLE

Broadcasters and writers of broadcast copy, who want the most complete and useful information on good broadcast news writing, may want to consider getting a copy of the Associated Press' Broadcast News Handbook.

The book, which sells for \$8.95 (including tax and postage), should help those trying to write or say things meant for the listening ear, by showing how to word statements so people can understand the words when they hear them and then remember what they heard.

The book has 308 pages and is similar in format to AP's newspaper style-book. It contains a libel manual, a list of AP's U.S. bureaus and other useful information.

Anyone wishing to order a copy should make a check payable to the Associated Press and send to: "AP Broadcast News Handbook," The Associated Press, 50 Rockefeller Plaza, New York, NY 10020.

If you wish additional information, including discount prices on bulk orders, contact John Bennitt, at AP, telephone (212) 621-1500.

GOV'T COMMUNICATORS MUST MEET CHALLENGES

Tighter budgets, higher visibility and newer technologies will place greater demands on government public affairs professionals in the 1980s.

That's what experts told those attending the annual conference of the National Association of Government Communicators recently.

Rep. George Brown, Jr., of California, said in his keynote address that government communicators "rather than curtail public information programs, must broaden and expand their activities, especially in formulating policies and disseminating information about science and technology, if the public is to understand and profit from the explosive growth of information."

David Gergen, White House director of communications said every agency is being asked to make cuts to reduce the size of government and "federal public affairs offices are not an exception and nor should they be such."

Gergen indicated that cuts in publications and audiovisual products in fiscal year 1982 will save the federal government \$100 million.

SECRETARY BLOCK TO BE AG DAY CHAIRMAN

Secretary of Agriculture John R. Block will serve as honorary national chairman of "Agriculture Day 1982." He served as honorary chairman in 1981.

The nationwide observance on March 18 will celebrate U.S. agriculture's success in providing the world's most abundant and highest quality food supply.

The theme of this year's observance, "Agriculture: It's Your Heartbeat, America!" is illustrated by a print out of an electrocardiogram containing an image of farm buildings.

"Agriculture Day" is coordinated by the national Agriculture Day Foundation, a private, nonprofit educational corporation with staff provided by the Agriculture Council of America.

State and local activities in many areas, coordinated by state departments of agriculture, extension services and others, will run through March 24.

"Agriculture Day" received a federal stamp of approval last year in the form of a Presidential proclamation.

USDA will again take part in the event. An information team led by Larry Marton, of GPA's Special Programs Center, has worked on some support activities.

For in-house use, the team has prepared a list of themes backed by a flock of "bullets" that feature a variety of agricultural facts usable in speeches, news articles, interviews, feature stories and what not.

The themes and bullets packet, plus some appropriate USDA publications, are available by contacting Larry Marton, Special Programs Center, Room 530-A, U.S. Department of Agriculture, Washington, DC 20250; or call him at (202) 447-5505.

OHIO STATE UNIVERSITY HAS JOB OPENING

Ohio State University is searching for an assistant editor to handle Extension Service 4-H information work.

The incumbent will work with extension specialists and faculty of the state 4-H office in planning and processing educational materials in support of the 4-H program in Ohio, including preparation of publications and audiovisual programs from original manuscripts.

The incumbent also will serve as news initiator and writer for the state 4-H program, preparing news releases, magazine articles and similar materials, and providing coverage of major 4-H events in the state, such as State 4-H Congress and the Ohio State Fair.

Teaching and training leadership with students, specialists, agents and others, also will be responsibility of the incumbent.

Applicants must have minimum requirements for a Master's degree with special training and/or experience in journalism. Experience with and knowledge of the 4-H program is desirable.

Applications should be submitted to Howard Frisbee, Associate Head, Information and Applied Communications, Ohio State University, ANRPP Bldg., Room 250, 2021 Coffey Road, Columbus, OH 43210.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 407-A, U.S. Department of Agriculture, Washington, DC 20250, to AGRO02 on the Dialcom INTERCOMM system or AGN1DA05 on the AGNET system, or call (202) 447-7454.